

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
(Attorney Docket No. 007412.00268)

In re U.S. Patent Application of Anthony Scott	)	
Oddo	)	
	)	Group Art Unit: 2423
Application No. 10/677,862	)	
	)	Examiner: Mendoza, Junior O.
Filed: October 2, 2003	)	
	)	Confirmation No. 4611
For: USING RELEVANCE TO PARSE	)	
CLICKSTREAMS AND MAKE	)	
RECOMMENDATIONS	)	

**AMENDMENT AND REMARKS TO NON-FINAL OFFICE ACTION**  
**MAILED OCTOBER 6, 2010**

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is filed in response to the Non-Final Office Action mailed October 6, 2010, in connection with the above-identified patent application. The Office Action sets a three-month shortened statutory period for response. It is believed that no fee is due in connection with this filing. However, if a fee is due, the Commissioner is hereby authorized to charge such fee or credit any overpayment to Deposit Account No. 19-0733

Please amend the instant application as follows:

**Amendment to the specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.